



Chartered
Institute of
Environmental
Health

Eat Clever – a Food and Life Styles Skills Tool kit

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Eat Clever –the Drivers

- **Health drivers** – Obesity, CHD, Cancers
- **Welsh Assembly Government drivers**
 - Health, Social Care and Wellbeing Strategies
 - Health Challenge Wales
 - FSA Food and Well Being Strategy
- **Health Inequalities drivers**
 - need to tackle local issues locally
- **Resource drivers**



Eat Clever – the problem (1)

- Candidate profile
- Skills deficit
 - No cookery, money or time management skills
 - No food hygiene or nutrition knowledge
 - No/few educational qualifications
- Not in employment
- Bringing up young families



Eat Clever –the problem (2)

- Candidate profile
 - Exists on very low income
- Heavy reliance on convenience foods
- Belief that cooking is very difficult
- Belief that ingredients are very expensive
- Difficult to engage at community level
- Resistant to anything that might be 'education'



Eat Clever –the genesis

- Need to design an intervention that
 - Addresses all of the identified skills and knowledge gaps
- Is user friendly
- Can be delivered easily and cheaply
- Is credible with other organisations and employers
- Gives the candidates something that they value



Eat Clever – the course

- 5 x 3 hours sessions
- Areas covered
 - Food Hygiene - EHOs
 - Nutrition – Community Dieticians
 - Practical Cookery Skills – Community Dieticians
 - Also – budgeting, food sourcing, understanding food labels
- Accredited for 3 Lifestyle Skills with Open College Network



Eat Clever – the pilot

- Operation Christmas Turkey (Anglesey CC)
 - October – December 2004
 - 8 candidates – 5 completed course
 - None of candidates had ever achieved any form of qualification before
 - Huge publicity
 - Considerable enthusiasm to repeat course



Eat Clever – the pluses

- Great confidence boost for successful candidates
- Limited resources required to run
- Great example of partnership working
- Presses all the right buttons for Government
- Really works



Eat Clever – the tricky bits

- Difficulties finding kitchens to conduct the practical cookery skills
- Community dieticians thin on the ground
- Issue of child care may be relevant
- Some resource needed for cookery ingredients, final meal, goody bags etc
- Success of the first may spawn a huge demand for repeats



Eat Clever – what next?

- Take up by local authorities and their partners across Wales (and beyond)
- Further develop the kit
 - a 'next stage' course for successful candidates?
 - use success as a stepping stone to further educational courses?
- Evaluate the difference the Tool Kit has made – short and long term



Eat Clever

- Find it at

http://www.cieh.org/library/Knowledge/Food_safety_and_nutrition/Diet_and_nutrition/Eat_Clever_Toolkit_English.pdf

http://www.cieh.org/library/Knowledge/Food_safety_and_nutrition/Diet_and_nutrition/Eat_Clever_Toolkit_Welsh.pdf